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Consumer PURCHASES OF FRUITS AND JUICES

in DECEMBER

1954



UNITED STATES DEPARTMENT OF AGRICULTURE

2 U.S. AGRICULTURAL MARKETING SERVICE //

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PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice, and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN DECEMBER 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of oranges and orange products during December 1954, on a fresh equivalent basis, totaled nearly 8 million boxes--a sixth larger than in December 1953. Contributing to larger purchases of oranges on a fresh equivalent basis were a substantial increase in household purchases of frozen concentrated orange juice and a moderate increase in purchases of fresh oranges. Purchases of canned single-strength orange juice during December were slightly smaller than in December 1953.

Prices paid by households during December 1954 averaged about 2 cents a 6-ounce can lower for frozen concentrated orange juice and about 1.5 cents a dozen lower for all fresh oranges than a year earlier. Prices paid for canned single-strength orange juice were almost unchanged from a year ago.

On a fresh equivalent basis, grapefruit and grapefruit juice purchases during December 1954 were about a tenth larger than in December 1953. Consumers reported buying about a tenth more of both fresh grapefruit and canned grapefruit juice than during December 1953. Prices reported paid by households for both fresh grapefruit and grapefruit juice were lower than a year earlier.

Purchases of fresh lemons, lemon juice, and ades, during December 1954, were equivalent to about 316,000 boxes of fruit--up about 5 percent from the same period last year. Prices reported paid for lemons and frozen lemonade were lower than during December 1953 but were slightly higher for canned lemon juice.

Volume of purchases of shelf-pack concentrate for orangeade as well as canned single-strength orangeade were slightly larger during December than a year earlier. However, the proportion of all families buying these products was almost unchanged from December 1953.

With the exception of canned single-strength grapefruit, lemon, and prune juice, purchases of other single-strength juices covered in this report were either unchanged or smaller than in December 1953.

FROZEN JUICES AND ADES

Householders' purchases of frozen concentrated juices during December 1954 were about a fourth larger than during December a year earlier. About 29 percent of the Nation's families reported buying frozen concentrated juice during December 1954--almost unchanged from a year ago. Buying families reported purchasing larger amounts of frozen concentrated juices than in December 1953.

The quantity of frozen concentrated orange juice bought by households during December 1954 was well above that of December 1953. However, purchases were smaller than during the preceding month, November 1954 (fig. 1).

Although a slightly larger proportion of the Nation's families reported buying frozen orange juice during December 1954, the increase in total purchases compared with a year earlier reflected primarily larger purchases by buying families. Buying families purchased an average of $7\frac{3}{5}$ of the 6-ounce cans compared with about 7 cans a year earlier. Prices reported paid by households during the month averaged 1.8 cents a 6-ounce can lower than in December 1953.

Householders bought about the same quantity of frozen concentrated grape juice during December 1954 as a year earlier. Prices paid averaged about a cent a 6-ounce can lower (table 2).

Almost a fifth more frozen concentrate for lemonade was purchased by households in December 1954 than a year earlier (fig. 3). Prices reported paid by consumers during December 1954 averaged one and one-half cents a 6-ounce can lower than in December a year earlier. A larger number of families bought frozen lemonade and the average amount purchased by buying families was larger than a year ago (table 2).

Consumer purchases of shelf-pack concentrate for orangeade during December 1954 were slightly larger than during December a year earlier. Increased purchases were primarily the result of buying families purchasing larger average amounts of frozen orangeade during the month. Average prices paid were reported up about a cent a 6-ounce can from December 1953 (table 2).

Purchases of canned single-strength orangeade by the Nation's families also were slightly larger during December than in the same month a year earlier. Although the proportion of all families buying canned orangeade was unchanged from a year earlier, the average amount purchased by buying families was slightly larger (table 1).

CANNED JUICES

Total household purchases of canned single-strength juice during December 1954 were slightly smaller than during December a year earlier.

Purchases of canned grapefruit, lemon and prune juice were moderately larger than in December last year (table 1). Purchases of canned pineapple juice were almost unchanged, and canned orange juice purchases were only slightly lower than a year earlier. However, purchases of canned orange-grapefruit blended juice, grape juice, and tomato juice were smaller than in December a year earlier.

Consumers reported paying about the same price for canned orange juice, orange-grapefruit blended juice, and prune juice during December 1954 as a year earlier. Lower prices were reported paid for grapefruit and pineapple juice, while slightly higher prices were paid for lemon, grape, and tomato juice (table 1).

Purchases of canned single-strength orange juice during December 1954 were down slightly from a year earlier. Fewer families reported purchases of orange juice during December 1954 than a year earlier. The average amount purchased by buying families during December 1954 was also lower than a year earlier (table 1). The average price of 32 cents reported paid for a 46-ounce can of single-strength orange juice was almost unchanged from December 1953. This average, however, was almost 10 percent higher than the single-strength equivalent average price paid for frozen orange juice.

The quantity of canned single-strength grapefruit juice purchased by householders during December 1954 was moderately larger than during December a year ago. This increase was entirely due to more families buying. Consumers reported paying about 2 cents less for a 46-ounce can of grapefruit juice during December 1954 compared to a year earlier.

Householders' purchases of orange-grapefruit blended juice during December 1954 were about a fourth smaller than a year earlier. Fewer families reported purchases of this product compared with December 1953. The average amount purchased by buying families during December 1954 was about 1-1/2 of the 46-ounce cans, compared to almost 2 cans a year earlier. Prices reported paid averaged 29.4 cents a 46-ounce can--unchanged from December 1953.

Canned and bottled lemon juice purchases by householders during December 1954 were about a tenth larger than during December 1953 (table 1). Although fewer families reported purchases than a year earlier, the average amount bought by these families during the month was larger than a year earlier. Prices paid were slightly higher than a year earlier.

Householders reported smaller purchases of grape juice during December 1954 compared with December 1953. While buying about a fifth less grape juice, householders reported paying about a half cent more a 24-ounce bottle than during December 1953.

The quantity of pineapple juice purchased by the Nation's families during December 1954 was almost unchanged from a year ago. Fewer families reported purchases but those buying purchased larger quantities. Prices reported paid were slightly lower than a year earlier.

The total quantity of prune juice reported purchased during December 1954 was moderately larger than a year earlier despite fewer families buying. Householders reported paying about the same price as a year earlier (table 1).

Householders' purchases of tomato juice during December 1954 were about an eighth smaller than in December 1953. Consumers reported paying about one-half cent per 46-ounce can more for tomato juice than a year earlier. Fewer families bought tomato juice during December than a year earlier. The average amount purchased by buying families during the month was also slightly smaller than during December 1953.

FRESH FRUIT

Householders purchased nearly a tenth more fresh oranges during December 1954 than in the same month a year earlier. Increased purchases of both California-Arizona and Florida oranges were reported (fig. 8).

Purchases of Florida oranges during December 1954 were about 7 percent larger than a year ago. Increased purchases were almost entirely due to more families buying. Prices reported paid by householders for Florida oranges during December 1954 were almost 5 cents a dozen lower than a year earlier.

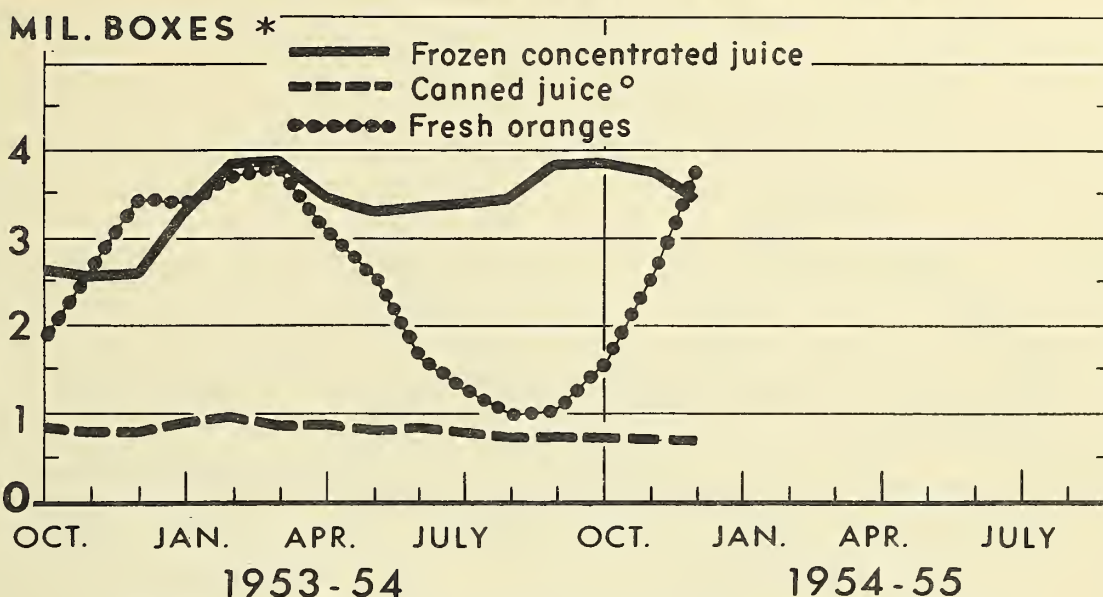
Household purchases of California-Arizona oranges during December were moderately larger than during the same period a year earlier. Increased purchases of California-Arizona oranges resulted entirely from a larger proportion of the Nation's families buying rather than from an increased rate of purchases (table 3). Householders reported paying about 3.5 cents more a dozen for California-Arizona oranges during December 1954 than during December 1953.

The proportion of the Nation's families buying fresh grapefruit during December 1954 was slightly lower than a year earlier. Buying families purchased on the average about $5/6$ of a dozen grapefruit during December 1954--almost the same number as a year earlier (table 3). However, measured in terms of boxes of fruit, total purchases were moderately larger than a year ago. This was due to grapefruit running somewhat larger than last season. Prices reported paid by householders averaged almost 75 cents a dozen--7.6 cents a dozen lower than in December 1953.

Consumer purchases of fresh lemons during December 1954 were slightly larger than during December a year earlier. More of the Nation's families reported buying lemons than a year earlier, but the average amount purchased by buying families was down slightly (table 3). Prices reported paid by householders during December 1954 averaged 45 cents a dozen--2 cents lower than a year earlier.

Consumers purchased slightly more tangerines during December 1954 than during December 1953. Larger total purchases during December 1954, compared with a year earlier, reflected both an increase in the number of the Nation's families buying as well as slightly larger average purchases by these families (table 3). Prices paid by householders during December 1954 averaged about 5 cents a dozen lower than in December a year ago.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

° INCLUDES 1/2 OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (1) AGRICULTURAL MARKETING SERVICE

Figure 1

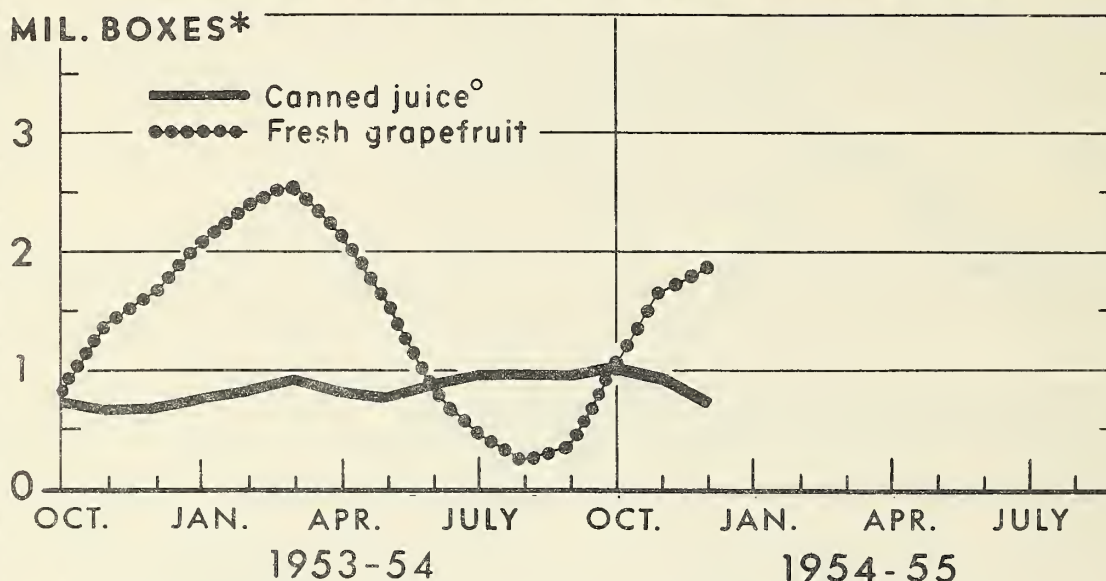
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,574	1,825	3,850	2,633	722	809	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,486	2,591	711	773	7,961	6,823
October-December ^{2/}		8,552		8,367		2,556		19,475
January		3,383		3,326		891		7,600
February		3,702		3,843		955		8,500
March		3,808		3,885		828		8,521
October-March ^{2/}		20,371		20,486		5,491		46,348
April		3,096		3,459		862		7,417
May		2,585		3,285		794		6,664
June		1,632		3,336		821		5,789
October-June ^{2/}		28,215		31,396		8,220		67,831
July		1,293		3,399		795		5,487
August		998		3,462		721		5,181
September		1,011		3,843		730		5,584
Season ^{2/}		31,759		42,995		10,674		85,428

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ^o INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (1) AGRICULTURAL MARKETING SERVICE

Figure 2

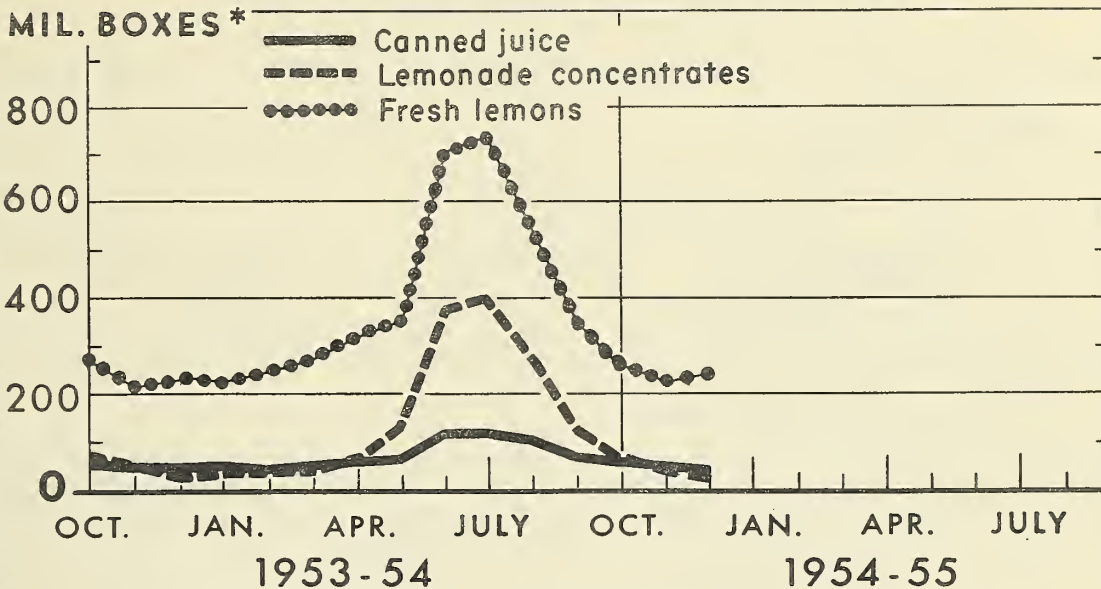
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,053	836	1,037	724	2,090	1,560
November	1,694	1,411	911	665	2,605	2,076
December	1,895	1,688	725	676	2,620	2,364
October-December 2/		4,331		2,191		6,522
January		2,092		745		2,837
February		2,382		802		3,184
March		2,579		915		3,494
October-March 2/		12,027		4,371		16,398
April		2,122		811		2,933
May		1,561		767		2,328
June		826		842		1,668
October-June 2/		16,358		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		348		977		1,325
Season 2/		17,933		10,634		28,567

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (1) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice ^{1/}		Concentrate for lemonade				Total	
					Frozen		Total ^{2/}			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December ^{3/}		774		153		135		141		1,068
January		223		49		29		32		304
February		246		42		27		32		320
March		278		50		33		35		363
October-March ^{3/}		1,591		308		231		248		2,147
April		321		60		55		61		442
May		352		67		124		135		554
June		706		119		346		378		1,203
October-June ^{3/}		3,076		577		828		897		4,552
July		738		120		373		399		1,257
August		545		102		247		266		913
September		352		61		111		121		534
Season ^{3/}		4,843		881		1,622		1,749		7,473

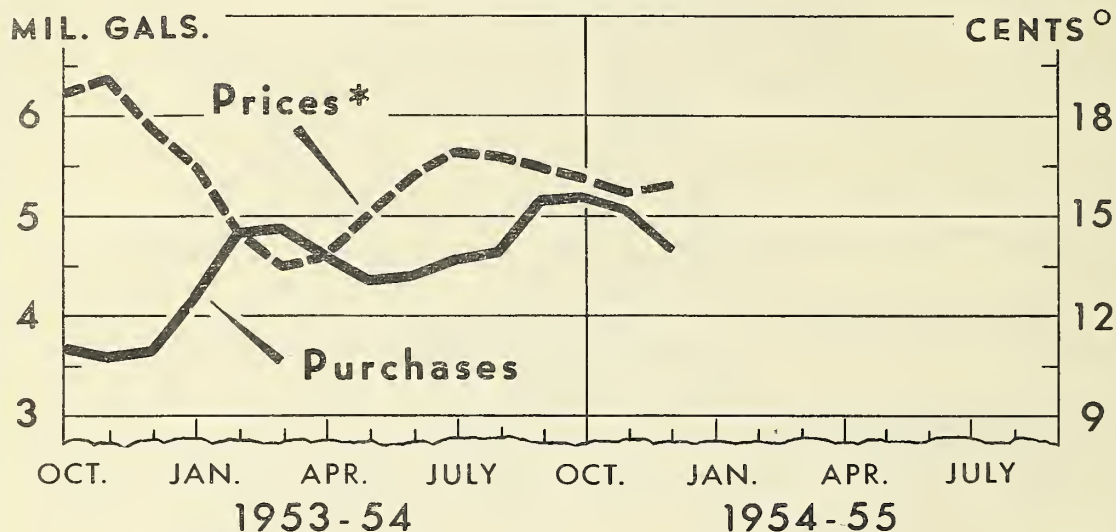
^{1/} Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

^{2/} Includes shelf pack lemonade base.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (1) AGRICULTURAL MARKETING SERVICE

Figure 4

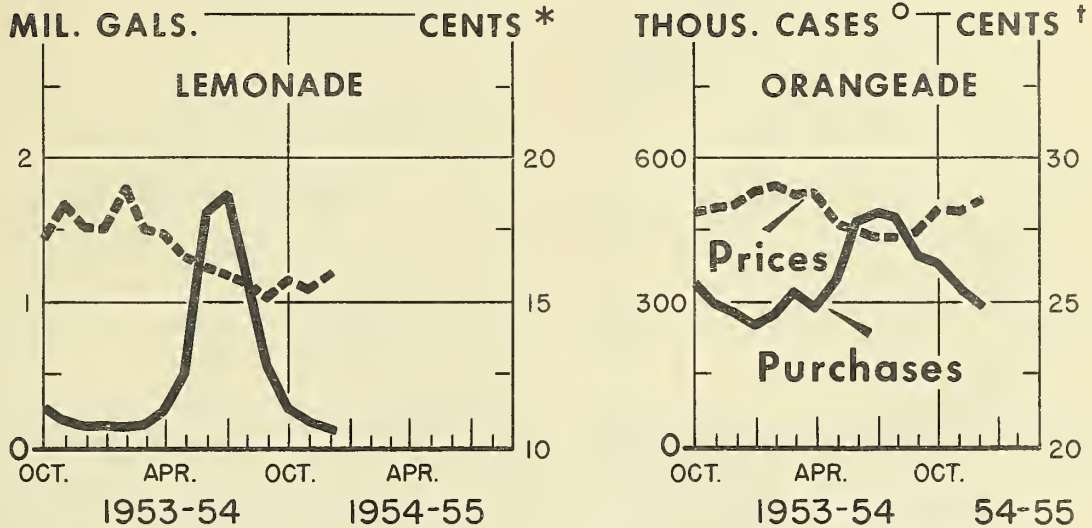
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December 1/		11,718		
January		4,189		16.5
February		4,840		14.6
March		4,893		13.4
October-March 1/		26,981		
April		4,570		13.8
May		4,339		15.1
June		4,407		16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
 * PER 6 OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (1) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

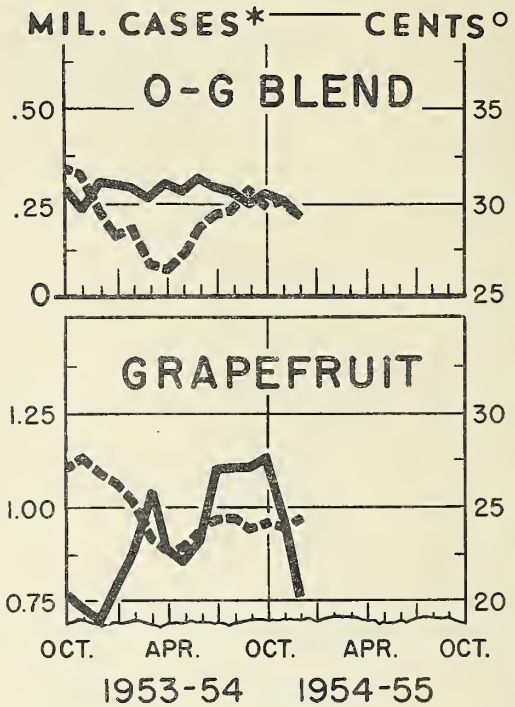
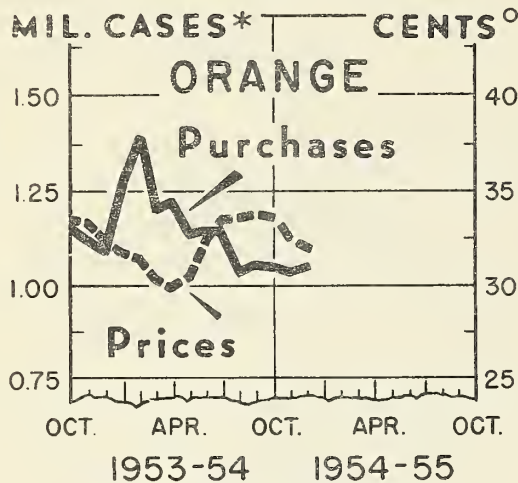
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	per 6 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/		559				966		
January		121		17.5		254		28.8
February		114		18.9		272		29.0
March		139		17.4		317		28.7
October-March 2/		956				1,922		
April		230		17.3		285		28.8
May		514		16.5		350		27.7
June		1,638		16.2		464		27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		488		27.2
August		1,172		15.7		478		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55 (1) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1954-55	1,000	1,000			1,000	1,000			1,000	1,000		
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/		3,618				2,323				914		
January		1,235		31.7		804		26.1		300		28.1
February		1,391		31.3		880		25.2		294		28.5
March		1,203		30.1		1,041		23.3		262		26.8
October-March 2/		7,832				5,306				1,852		
April		1,225		29.8		884		22.5		310		26.3
May		1,133		30.3		845		22.9		274		27.2
June		1,149		32.2		913		23.8		329		28.5
October-June 2/		11,667				8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

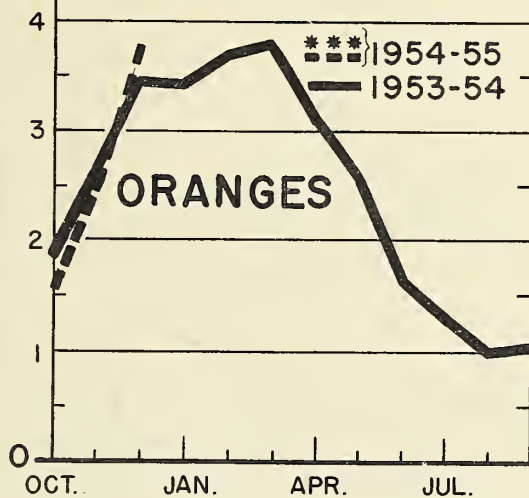
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH CITRUS FRUIT

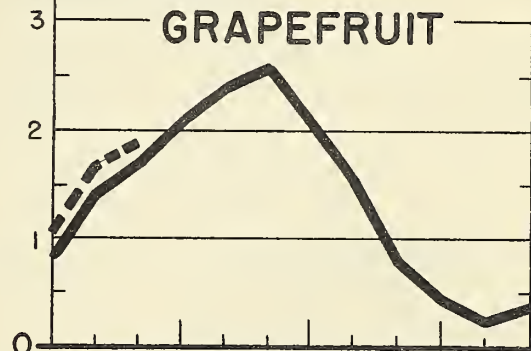
Consumer Purchases

MIL. BOXES

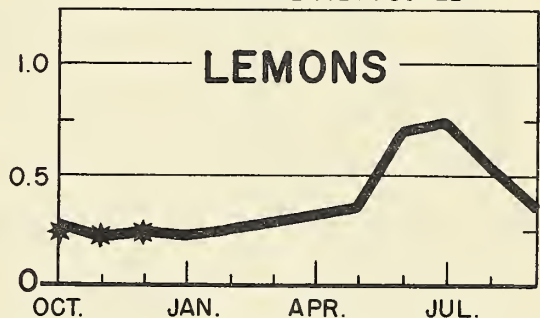


MIL. BOXES

GRAPEFRUIT



LEMONS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1279-55(1) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,459	35.1	36.7	1,895	1,688	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,552				4,331				774			
January		3,383		37.6		2,092		78.2		223		47.5
February		3,702		38.1		2,382		73.9		246		46.0
March		3,808		38.8		2,579		73.4		278		45.8
October-March 1/	20,371				12,027				1,591			
April		3,096		41.2		2,122		77.9		321		43.8
May		2,585		44.2		1,561		83.0		352		43.7
June		1,632		47.6		826		90.0		706		44.1
October-June 1/	28,215				16,858				3,078			
July		1,293		50.1		442		97.9		738		42.7
August		998		54.1		237		110.4		545		42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/	31,759				17,933				4,843			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

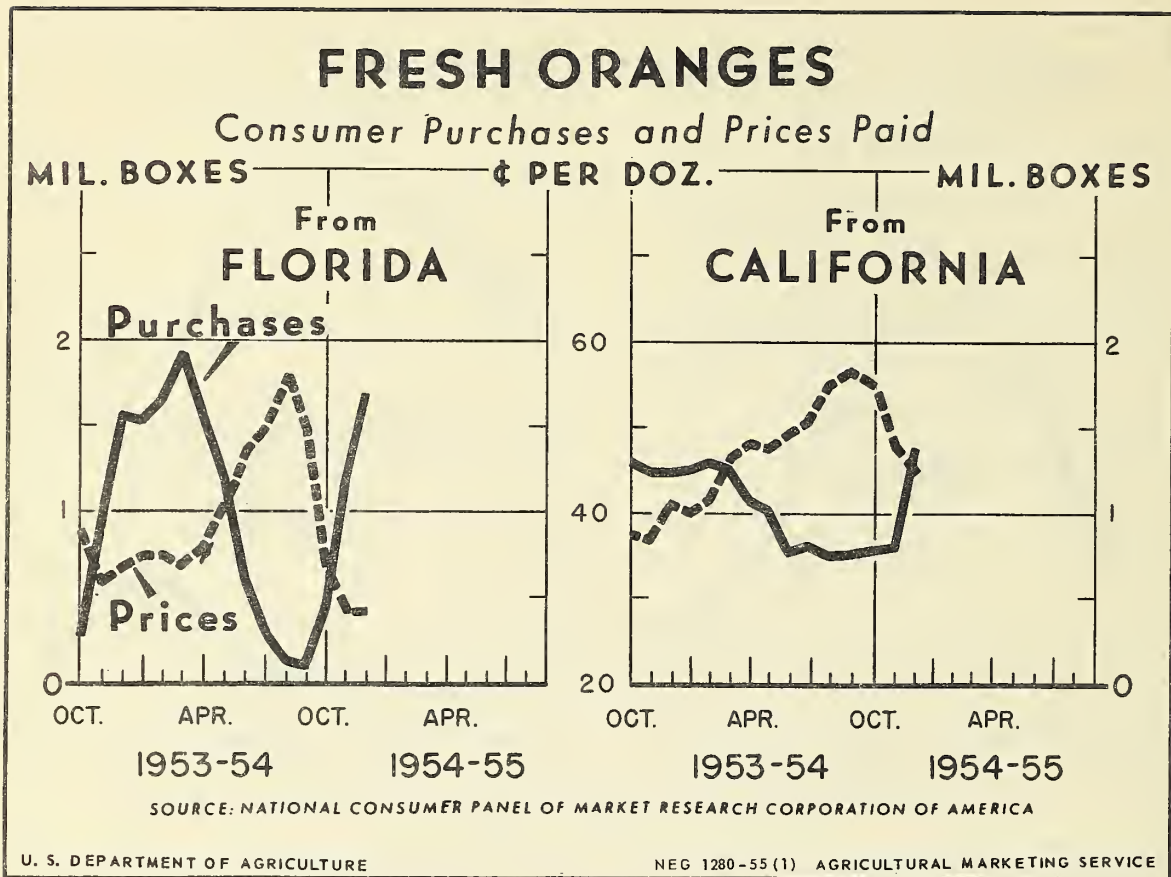


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/		3,141				3,999		
January		1,529		34.6		1,236		40.1
February		1,671		34.9		1,307		41.7
March		1,921		33.4		1,245		46.5
October-March 1/		8,679				8,128		
April		1,537		35.6		1,061		48.6
May		1,166		41.1		1,010		47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.-- Canned single-strength juices and ades: U. S. total consumer purchases and average price, December 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1954	1953	1954	1953	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.0	11.1	1,056	1,087	1.6	1.7	57.7	57.1	46	32.0	32.2
Grapefruit	7.8	7.6	767	695	1.5	1.6	59.8	62.4	46	24.6	26.9
Orange & gpft. blend	2.9	3.5	235	314	1.4	1.6	53.1	56.2	46	29.4	29.4
Lemon	2.0	2.4	41	37	1.2	1.2	14.3	14.1	5-1/2	13.1	12.6
Grape	4.4	5.0	168	210	1.2	1.3	27.8	30.8	24	36.2	35.6
Pineapple	12.5	13.6	1,111	1,121	1.5	1.6	53.4	51.9	46	30.3	31.6
Prune	6.1	6.7	500	443	1.9	1.7	38.8	34.6	32	33.3	33.2
Tomato	17.0	20.1	1,564	1,775	1.6	1.7	52.3	52.0	46	27.1	26.7
Total 2/	45.5	48.9	6,169	6,328	2.5	2.7	48.9	48.8			
Canned ades											
Orangeade	2.4	2.4	290	274	1.8	1.6	60.5	64.7	46	28.5	28.3

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.-- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, December 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit		
					Purchases		Quantity per purchase				
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953	
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	27.7	25.9	4,673	3,629	2.4	2.4	19.1	17.7	6	15.9	17.7
Grape	3.7	3.9	236	239	1.6	1.6	10.8	10.4	6	21.3	22.2
Other concentrates	1/	1/	210	206	1/	1/	12.5	13.4	6	16.1	17.7
Total	29.1	28.8	5,119	4,074	2.6	2.6	18.0	16.9			
Concentrated ades											
Frozen											
Lemonade	1.8	1.7	127	102	1.3	1.3	13.6	14.0	6	16.0	17.5
Shelf pack											
Orangeade	1.2	1.1	93	88	1.3	1.3	16.1	14.2	6	16.5	15.5

1/ Information not available.

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Table 3.-- Fresh citrus fruit: U. S. total consumer purchases and average price, December 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	25.9	24.9	1,374	1,227	1.7	1.8	12.8	13.0	44.5	41.0
Florida	23.6	21.9	1,094	1,573	1.8	2.0	18.3	16.3	28.3	33.2
Unidentified	12.6	13.1	543	550	1.4	1.5	13.6	13.4	35.5	38.1
Total 1/	54.2	49.4	3,764	3,459	1.9	2.1	15.1	14.5	35.1	36.7
Grapefruit										
California-Arizona	3.4	3.3	211	168	1.4	1.5	6.3	5.7	66.7	74.5
Florida	15.3	15.6	973	972	1.8	1.9	5.5	5.2	78.0	81.8
Unidentified	9.8	10.3	454	440	1.4	1.5	4.9	4.4	79.8	87.3
Total 1/	28.1	29.0	1,895	1,688	1.8	2.0	5.6	5.1	74.9	82.5
Tangerines	26.9	25.3	1,561	1,478	1.6	1.7	13.1	11.2	31.5	26.6
Lemons	19.3	18.5	243	232	1.4	1.5	6.1	5.9	45.0	47.0
Total 2/	69.6	65.0	7,463	6,857	3.3	3.6	11.7	10.6	39.0	42.6

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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